

ClaimsWhat is claimed is:

1 1. In a World Wide Web (Web) communication network with
2 user access via a plurality of data processor controlled
3 interactive receiving display stations for displaying
4 received hypertext Web documents, transmitted from source
5 sites on the Web, including at least one display page
6 containing text, images and a plurality of embedded
7 hyperlinks, each hyperlink being user activatable to
8 access and display a respective linked hypertext Web
9 document from source sites on the Web, a system for
10 controlling access activity from activated hyperlinks and
11 their respective Web document source sites comprising:
12 means at said source sites for prioritizing said
13 plurality of embedded hyperlinks in a Web document; and
14 means for applying said prioritization in the
15 determination of the order in which the Web documents
16 linked to the activated embedded hyperlinks in said Web
17 document are to be accessed.

1 2. The Web communication network of claim 1 further
2 including:
3 a document source site network comprising:
4 a plurality of the source sites from which said
5 Web documents linked to said prioritized hyperlinks
6 are accessed; and
7 a service manager server system for accessing
8 Web documents linked to said prioritized hyperlinks;
9 wherein said means for applying said prioritization
10 are at said service manager server system.

1 3. The Web communication network of claim 1 wherein said
2 each of said Web documents further includes a hypertext
3 markup language tag associated with each of said
4 prioritized hyperlinks indicative of the priority level
5 of the associated hyperlink.

1 4. The Web communication network of claim 3 further
2 including means associated with a source site of a Web
3 document enabling an interactive user at the source Web
4 site to designate a priority level for each of the
5 hyperlinks.

1 5. The Web communication network of claim 4 wherein said
2 means for designating a priority level for each of said
3 hyperlinks are enabled to change any previously
4 designated priority levels for said hyperlinks.

1 6. The Web communication network of claim 5 wherein said
2 changes in any previously designated priority levels are
3 applicable to the priority levels in previously
4 distributed copies of said Web document.

1 7. In a Web communication network with user access via a
2 plurality of data processor controlled interactive
3 receiving display stations for displaying received
4 hypertext Web documents, transmitted from source sites on
5 the Web, including at least one display page containing
6 text, images and a plurality of embedded hyperlinks, each
7 hyperlink being user activatable to access and display a
8 respective linked hypertext Web document from source
9 sites on the Web, a method for controlling access
10 activity from activated hyperlinks and their respective
11 Web document source sites comprising:

12 prioritizing said plurality of embedded hyperlinks
13 in a source Web document at a source site; and
14 applying said prioritization in the determination of
15 the order in which the Web documents linked to the
16 activated embedded hyperlinks in said Web document are to
17 be accessed.

1 8. The Web communication method of claim 7 further
2 including the step of:

3 inserting in each of said Web documents a plurality
4 of hypertext markup language tags each associated with
5 each of said prioritized hyperlinks and indicative of the
6 priority level of the associated hyperlink.

1 9. The Web communication method of claim 8 further
2 including the step of enabling an interactive user at the
3 source site of a Web document to designate a priority
4 level for each of the hyperlinks.

1 10. The Web communication method of claim 9 wherein said
2 step of designating a priority level for each of said
3 hyperlinks may be applied to change any previously
4 designated priority levels for said hyperlinks.

1 11. The Web communication method of claim 10 wherein
2 said step of changing any previously designated priority
3 levels is applicable to change the priority levels in
4 previously distributed copies of said Web document.

1 12. A computer program having code recorded on a
2 computer readable medium for controlling access activity
3 from activated hyperlinks and their respective Web
4 document source sites in a Web communication network with
5 user access via a plurality of data processor controlled
6 interactive receiving display stations for displaying
7 received hypertext Web documents, transmitted from source
8 sites on the Web, including at least one display page
9 containing text, images and a plurality of embedded
10 hyperlinks, each hyperlink being user activatable to
11 access and display a respective linked hypertext Web
12 document from source sites on the Web, said computer
13 program comprising:

14 means at said source sites for prioritizing said
15 plurality of embedded hyperlinks in a Web document; and
16 means for applying said prioritization in the
17 determination of the order in which the Web documents
18 linked to the activated embedded hyperlinks in said Web
19 document are to be accessed.

1 13. The computer program of claim 12 wherein said each
2 of said Web documents further includes a hypertext markup
3 language tag associated with each of said prioritized
4 hyperlinks indicative of the priority level of the
5 associated hyperlink.

1 14. The computer program of claim 13 further including
2 means associated with a source site of a Web document
3 enabling an interactive user at the source Web site to
4 designate a priority level for each of the hyperlinks.

1 15. The computer program of claim 14 wherein said means
2 for designating a priority level for each of said
3 hyperlinks are enabled to change any previously
4 designated priority levels for said hyperlinks.

1 16. The computer program of claim 15 wherein said
2 changes in any previously designated priority levels are
3 applicable to the priority levels in previously
4 distributed copies of said Web document.

1 17. A Web hypertext document including at least one
2 display page containing text, images and a plurality of
3 embedded hyperlinks, each hyperlink being user
4 activatable to access and display a respective linked
5 hypertext Web document from source sites on the Web
6 further including:
7 a hypertext markup language tag associated with each
8 embedded hyperlink indicating the priority of each
9 hyperlink in the determination of the order in which the
10 Web documents linked to the activated embedded hyperlinks
11 in said Web document are to be accessed.

1 18. The Web document of claim 17 wherein said Web
2 document is a source Web document at a source Web site.

1 19. The source Web document of claim 18 further
2 including means for changing the priority indication in
3 each of said tags.

1 20. The source Web document of claim 19 further
2 including means for applying changes in any previously
3 designated priority levels to the priority levels in
4 previously distributed copies of said source Web
5 document.